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GLENDALÉ & THE WEST VALLEY SHOWCASED IN ARIZONA'S ONLY WELCOME CENTER

New Partnership Provides Tourists With Information On The Region

GLENDALÉ, Ariz. – Tourists and visitors entering Arizona through New Mexico will now get a greeting and a grand introduction to Glendale and the West Valley.

The Painted Cliffs Welcome Center, which is the state's only official welcome center, is now home to items showcasing the sports, culture and history of Glendale and the West Valley. The display is part of a partnership between the Glendale Convention & Visitors Bureau and the Arizona Office of Tourism. The Painted Cliffs Welcome Center is on Interstate 40 in the town of Lupton.

"We're so proud of our visitor center here in the heart of Glendale. Now, to have this opportunity to partner with the Arizona Office of Tourism and share the news of our region all the way on the other side of the state is such a welcome opportunity," said Glendale Convention & Visitors Bureau manager Lorraine Pino.

The Painted Cliffs Welcome Center staff helps more than 100,000 visitors each year with travel information, maps and guides.

"The Painted Cliffs Welcome Center has proven to be a great asset to Arizona by extending a warm welcome to tens of thousands of visitors to the state," said AOT Director Sherry Henry. "It is the gateway to Arizona to motorists arriving from the east and we are grateful to Glendale Convention & Visitors Bureau for partnering with us to welcome so many visitors. Glendale and the West Valley has established itself as a wonderful sports and entertainment destination with the Super Bowl, the Fiesta Bowl, the Arizona Coyotes and a future NCAA basketball Final Four and a College Football Playoff Championship game and we are proud to share that story with our visitors."

Learn more about the Painted Cliffs Welcome Center. Explore all Glendale and the West Valley has to offer through VisitGlendale.com. And take a virtual tour of the state on the website for the Arizona Office of Tourism.

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